

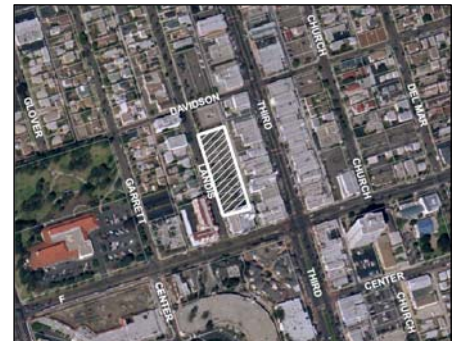


LANDIS AVENUE SOUTH

Site Description

Located in the heart of Chula Vista's downtown village, the Landis Avenue South site is situated in an ideal location for the creation of residential densities to support and reinvigorate the Third Avenue business district. Development at this location will also present important opportunities to create enhanced linkages and pedestrian access to and from local residences, Third Avenue businesses, neighboring parks, and local community centers.

CityMark Development LCC is interested in developing a project on the Landis Avenue South site within the Agency's Town Centre I Redevelopment Project Area. The subject property consists of nine parcels located along the eastern side of Landis Avenue, between Davidson and F Streets (Assessor's Parcel Numbers 568-152-2300 through 568-152-2700, 568-152-2900, and 568-152-0100 through 568-152-0300), and totals approximately 46,352 square feet in area.



Existing Uses & Ownership

The site is owned by the City/Agency and is currently used as a metered parking lot. Landis Avenue is a secondary street between E and F Streets that is characterized by a mixture of older and unique residences, many of which have been converted to professional office and multifamily residential uses. The adopted General Plan Update land use designations for the site are Residential High (RH / 18 to 27+ Dwelling Units per Gross Acre) on seven parcels and Retail Commercial (CR) on the remaining two parcels. Current zoning designations for the site are Administrative and Professional Zone (C-O) for eight of the parcels and Central Business Zone (C-B) for the remaining parcel. Surrounding land uses include several medical office buildings and other miscellaneous commercial retail, service, and office uses.

UCSP

The pending Urban Core Specific Plan currently proposes mixed-use designations within the V-3 Subdistrict that includes the Landis Avenue area.

Developer Qualification Process

CityMark Development LLC was selected through a Request for Qualifications/Proposals process for the site, and the Redevelopment Agency entered into an ENA with the Developer in July 2005.

Since that time, the Developer has completed important predevelopment activities and is poised to continue public dialogue and development of the project.

Developer Profile, History, and Qualifications

CityMark Development LLC is an urban residential and mixed-use development company based in San Diego and founded in 2000. CityMark primarily develops low-rise and mid-rise residential projects, including condominiums and mixed-use developments incorporating retail and office space. CityMark's portfolio and business plan include lofts, town homes, flats, and live/work residences ranging in pricing from the \$200,000's to \$800,000's.

Notable **completed** CityMark projects in the San Diego region include:

- ❑ CityMark at Cortez Hill. 16 two- and three-bedroom townhouse units in the Cortez Hill District of the City of San Diego near the newly renovated El Cortez Hotel.
- ❑ Doma. 121-unit mixed-use development in Little Italy consisting of 66 eight-story lofts, 40 four-story townhouses, and 15 four-story flats with almost 60 distinct floor plans.
- ❑ Paseo. 18 townhouses and live/work residences in the historic downtown district of the City of La Mesa.

Notable **current** CityMark projects in the San Diego region include:

- ❑ M2i. Seven-story, 230-unit condominium project in the Ballpark District of the City of San Diego consisting of townhouses, flats, and live/work units.
- ❑ Fahrenheit. Seven-story, 77-unit loft project in the Ballpark District of the City of San Diego that will incorporate ground floor "shopkeeper" units.
- ❑ Egyptian. Seven-story, 80-unit mixed-use project in the Hillcrest area of the City of San Diego.

CityMark's Cortez Hill and Doma projects were the recipients of multiple awards at the 2002 and 2003 San Diego Building Industry Association's Sales, Advertising, and Merchandising Awards, including Best Attached Housing Project Award.

CVRC-Developer Partnership

In addition to their experience and depth as an urban residential developer in San Diego County, CityMark is composed of a small and very close development team that has emphasized their desire and commitment to creating close partnerships with staff, the CVRC, and the community to create product types and designs that complement the character and charm of Chula Vista's downtown village. CityMark's commitment to local partnerships was a key factor in their selection during the RFQ/P interview process.